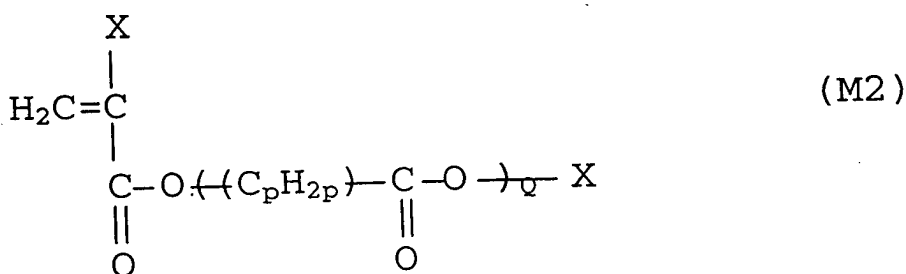
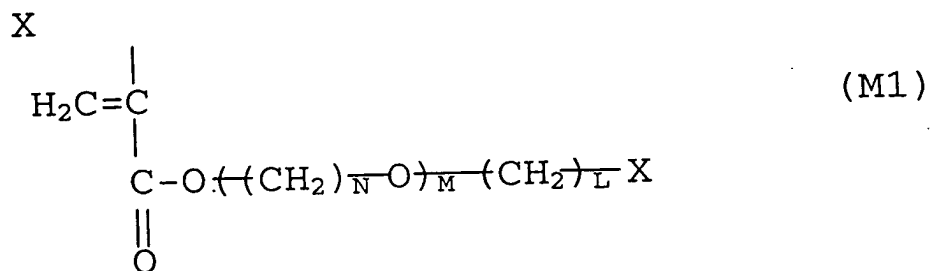


WHAT IS CLAIMED IS:

1. A pressure-sensitive adhesive composition comprising a water-soluble polymer A, a water-insoluble component B, a water-incompatible solvent C that dissolves the water-insoluble component B and is incompatible with water, a water-soluble plasticizer D, and water, wherein the pressure-sensitive adhesive composition in a dry state has water solubility according to Technical Association of The Pulp and Paper Industry Useful Method 213 (TAPPI UM 213).
2. A pressure-sensitive adhesive composition according to claim 1, further comprising a water-soluble component E other than the water-soluble polymer A and water-soluble plasticizer D.
3. A pressure-sensitive adhesive composition according to claim 1, wherein the water-soluble polymer A forms a completely true solution when it is dissolved in water.
4. A pressure-sensitive adhesive composition according to claim 3, wherein the water soluble polymer A comprises at least about 30 % by weight of at least one monomer selected from acrylic acid, vinyl pyrrolidone, a compound of formula M1

and a compound of formula M2:



wherein X is hydrogen or an alkyl group, N is 1 to 4, M is 1 to 20, L is 0 to 5, P is 1 to 10, and Q is 1 to 10.

5. A pressure-sensitive adhesive composition according to claim 1, wherein the water-insoluble component B has a tack at ambient temperature and is a polymer, or an adhesive composition containing a polymer and at least one compound selected from the group consisting of a tackifier and a plasticizer.

6. A pressure-sensitive adhesive composition according to claim 5, wherein the water-insoluble component B comprises a polymer of 2-ethylhexyl acrylate and acrylamide.

7. A pressure-sensitive adhesive composition according to claim 6, wherein the water-insoluble component B further comprises at least one compound selected from the group consisting of a tackifier and a plasticizer.

8. A pressure-sensitive adhesive composition according to claim 1, wherein the water-soluble plasticizer D comprises at least one polymer selected from the group consisting of polyoxyethylene glycol, polypropylene glycol, and polyoxypropylene sorbitol ether.

9. A pressure-sensitive adhesive composition according to claim 1, wherein the composition comprises 100 parts by weight of the water-soluble polymer A, from about 5 to about 100 parts by weight of the water-insoluble component B, from about 5 to about 500 parts by weight of the water-incompatible solvent C, from about 10 to about 300 parts of the water-soluble plasticizer D, and from about 100 to about 800 parts by weight of water.

10. A method for producing a pressure-sensitive adhesive composition according to claim 1, comprising the steps of:

preliminarily preparing a true nonaqueous solution

comprising a water-insoluble component B in a water-incompatible solvent C, and

mixing the true nonaqueous solution with an aqueous solution comprising at least one member selected from the group consisting of a water-soluble polymer A and a water-soluble plasticizer D.

11. A pressure-sensitive adhesive composition comprising a pressure-sensitive adhesive composition formed according to claim 1, from which water and solvent have been essentially removed, said adhesive composition being in a dry state.

12. A pressure-sensitive adhesive composition according to claim 11, which has a (water-insoluble dry part)/(total dry part) ratio by weight of about 0.5 or less in a dry state.

13. A pressure-sensitive adhesive composition according to claim 12, wherein the (water-insoluble dry part)/(total dry part) ratio by weight is about 0.3 or less.

14. A pressure-sensitive adhesive composition according to claim 12, wherein the (water-insoluble part)/(total dry part) ratio by weight is about 0.25 or less.

15. A pressure-sensitive adhesive tape comprising a substrate having applied on at least a part of one or both surfaces thereof a pressure-sensitive adhesive according to any one of claims 11,12,13 or 14.

16. A pressure-sensitive adhesive tape according to claim 15, wherein the pressure-sensitive adhesive tape is used in splicing paper in papermaking or printing process.